

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Koningstein Art Unit : 3688
Serial No. : 10/748,682 Examiner : Khanh H. Le
Filed : December 31, 2003 Conf. No. : 1976
Title : SYSTEM AND METHOD FOR DELIVERING INTERNET
ADVERTISEMENTS THAT CHANGE BETWEEN TEXTUAL AND
GRAPHICAL ADS ON DEMAND BY A USER "MORPHING ADS"

MAIL STOP AMENDMENT

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

INFORMATION DISCLOSURE STATEMENT

Please consider the references listed on the enclosed PTO-1449 form. Non-patent literature is enclosed. The cited U.S. patents and patent application publications will be provided on request.

This statement is being filed before the receipt of a First Office Action on the merits.
Apply any charges or credits to Deposit Account No. 06-1050.

Respectfully submitted,

Date: March 8, 2011

/Michael P. Shepherd/

Michael P. Shepherd
Reg. No. 64,231

Customer Number 26192
Fish & Richardson P.C.
Telephone: (650) 839-5070
Facsimile: (877) 769-7945